

1968

Contemporary Mural for the Entrance Area to the College of Business

Joseph Schuler Jr

Follow this and additional works at: <http://scholarworks.rit.edu/theses>

Recommended Citation

Schuler, Joseph Jr, "Contemporary Mural for the Entrance Area to the College of Business" (1968). Thesis. Rochester Institute of Technology. Accessed from

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.

Thesis Proposal for the Masters of Fine Arts Degree

CONTEMPORARY MURAL FOR THE ENTRANCE AREA TO THE COLLEGE OF BUSINESS

Thesis Proposal for the Masters of Fine Arts Degree

School of Art and Design

College of Fine and Applied Arts

Rochester Institute of Technology

Submitted by: Joseph H. Schuler, Jr.
Graphic Design and Visual Communication

Approved by Graduate Committee:

Chairman: _____

Date: 7/1/68

Advisor: _____

Advisor: _____

Technical Advisor: _____

MASTER THESIS PROPOSAL

Master Candidate
Joseph H. Schuler, Jr.
May 28, 1968

TITLE:

Contemporary Mural for the entrance area to the College of Business
Rochester Institute of Technology, Rochester, New York.

A sectional collage and assemblage composed of X units. An ensemblage for the College of Business. Wall design on a 24' wide by 10' high entrance wall to the College of Business, illustrating graphically, with texture and paint symbolism of the three units, School of Business Administration, Department of Food Administration, and School of Retailing.

PURPOSE:

To create a decorative and descriptive mural composed of significant symbolisms in the contemporary world of business, employing the services of the creative artist and designer.

SCOPE:

Research through periodicals, books, promotional brochures, from business administration, food administration, and retailing and any other sources available on said subject. This research then applied to actual design of a wall treatment, with the advice of advisors, and artists. Comprehensive sketch in scale presented to the Dean of the College of Business, Director of the School of Business Administration for approval, budget layout, costs involved and final actual execution of completed treatment on specified

wall. Scope will include written research illustrating development of final accepted design.

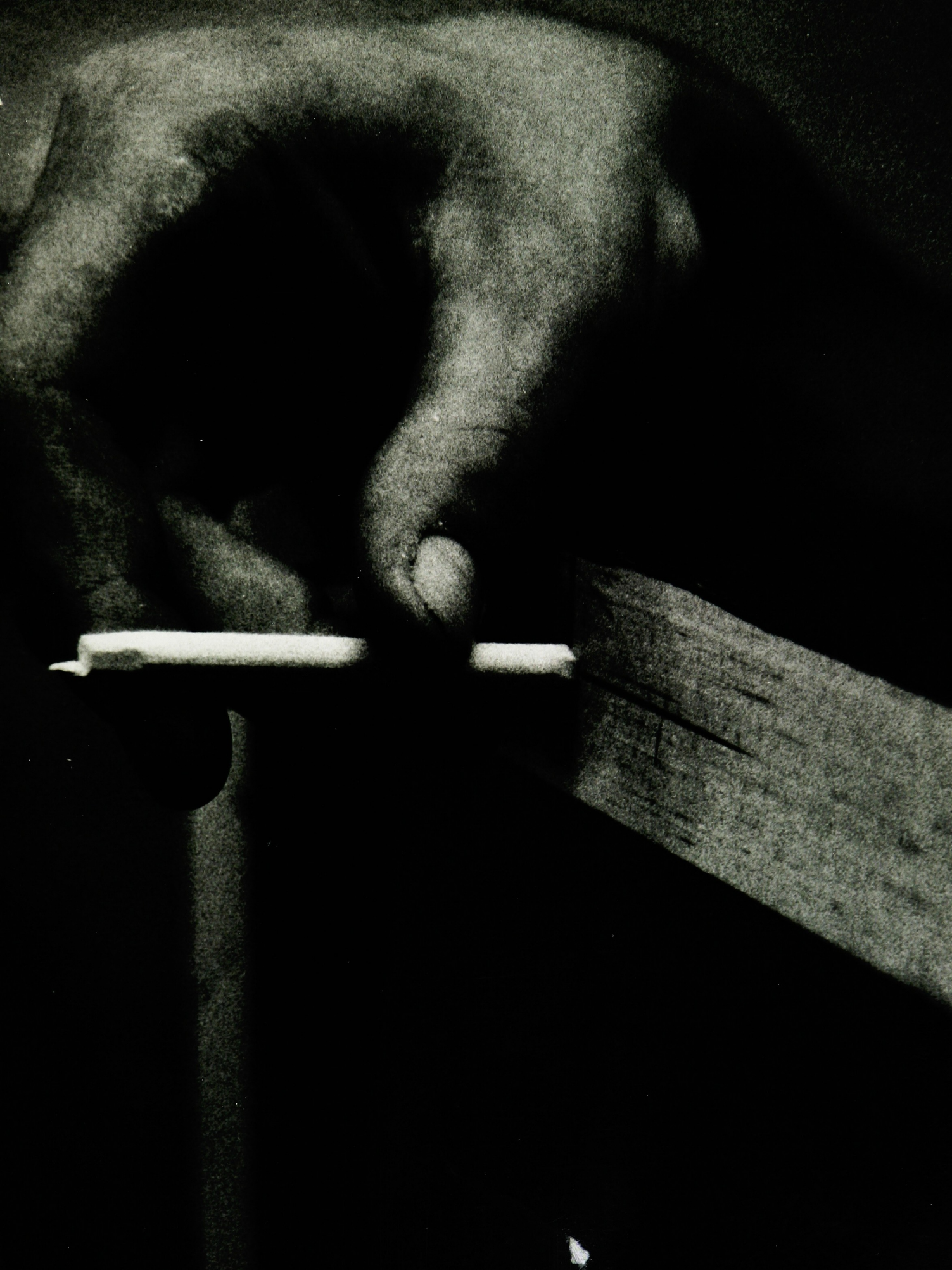
PROCEDURES:

Presentation procedure already covered in scope with continuation of a time deadline. Wall to be completed not later than final week of Summer Quarter so as to be ready for the Fall Quarter opening. Studio space for execution of mural arranged by the Dean of the College of Business. Actual work to be done on campus employing the talents of Stephen Clippinger and David Regal with my active participation and under my supervision. At request of Dean Hogadone and Director Young of the College of Business, it was asked that wall treatment be exchangeable and as versatile as possible. A system of different size canvases to fit in the 24' x 10' area was devised to create the wall as versatile as possible. The canvases will each depict a symbolism of the related field, employing the use of paint and textile weaving upon the actual canvas.

I would like to request Professor Hans J. Barschel, Graduate School of Design, Kathryn Welch, Master Weaver, Jerry D. Young, Director, School of Business Administration, Elizabeth A. Hurley, Coordinator, Department of Food Administration and Dean Edwina B. Hogadone, College of Business to act as my advisors on this project.

Respectfully Submitted,

Joseph H. Schuler, Jr.











ent,
cent

ALL NO. 416
MITRE BOX
SAMPLE IS THE HARDEST
REAL WOOD
IT WARP OR DISALIGN
JOINED, JOINED, JOINED
FOR JOINERS, N. Y.
N. Y. A

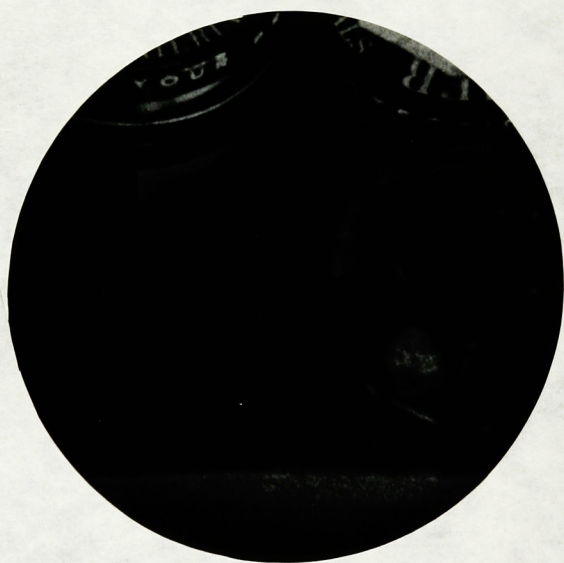
On November 5th, the
 finally arrive.
 The moment you've
 After four long
 et Hippo
 of grinding your teeth
 of Lyndon John
 into that voting booth,
 helplessness,
 you will be able to choose freely
 Humphrey and Richard
 If how the
 1964
 17.

THE COMPLETED MURAL IN ITS ENVIRONMENT



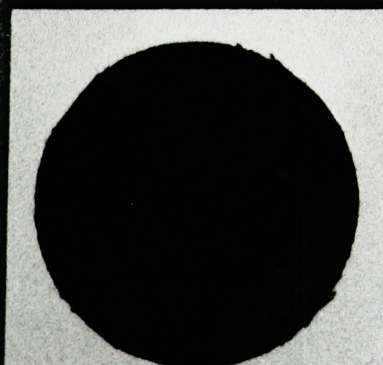
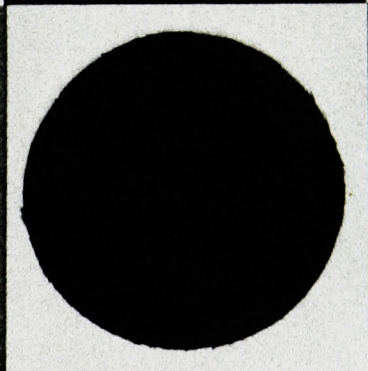
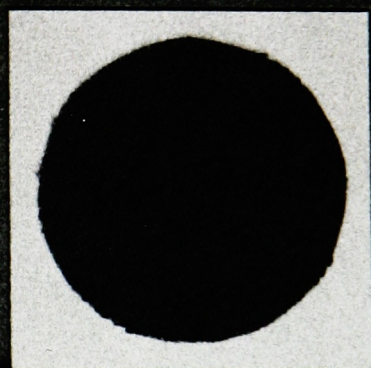
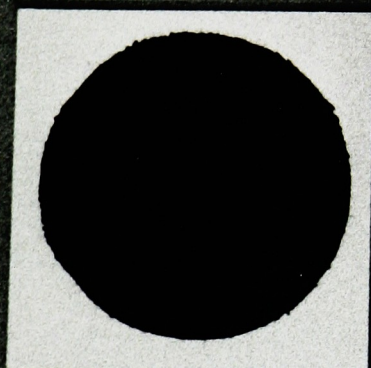
11/6/69

102345









1

2

3

4

5

6

7

8

5







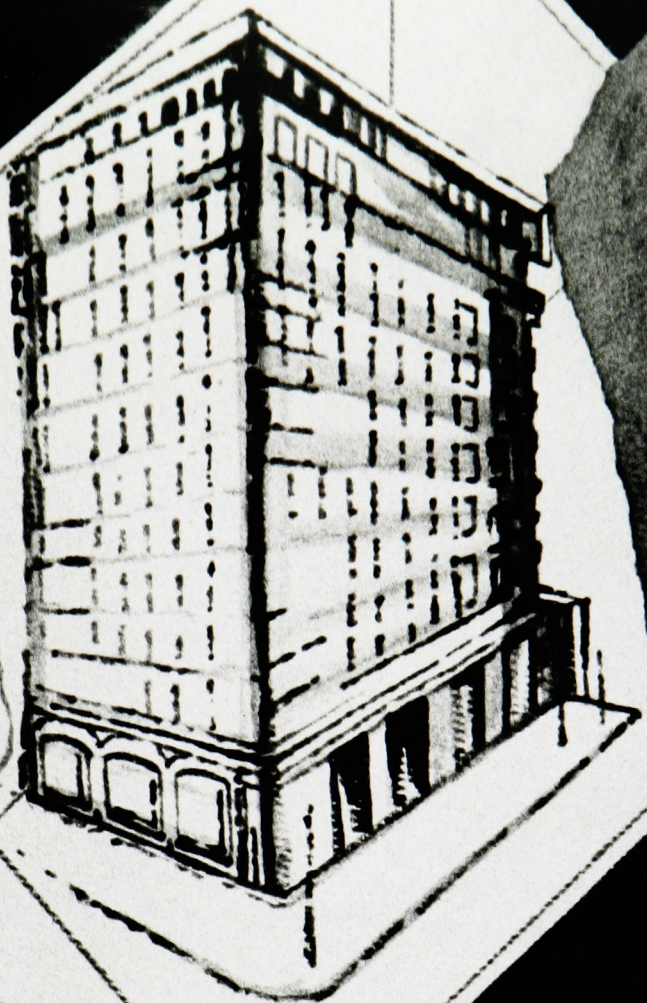
2

vol

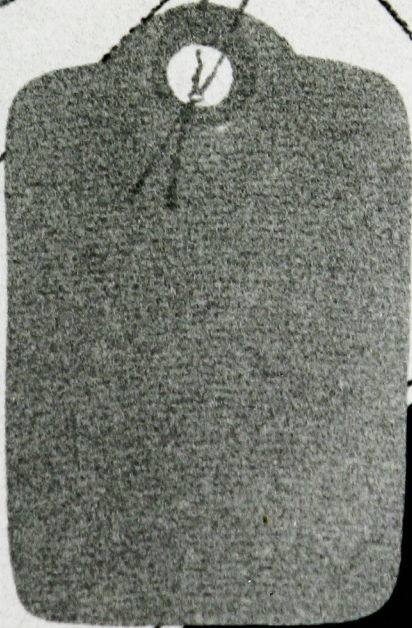
GAL

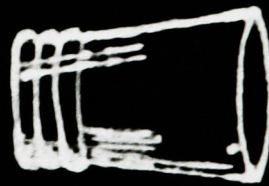
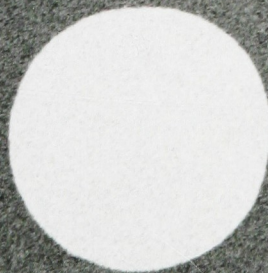
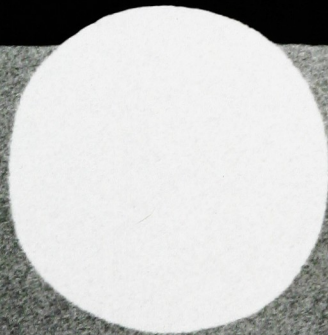
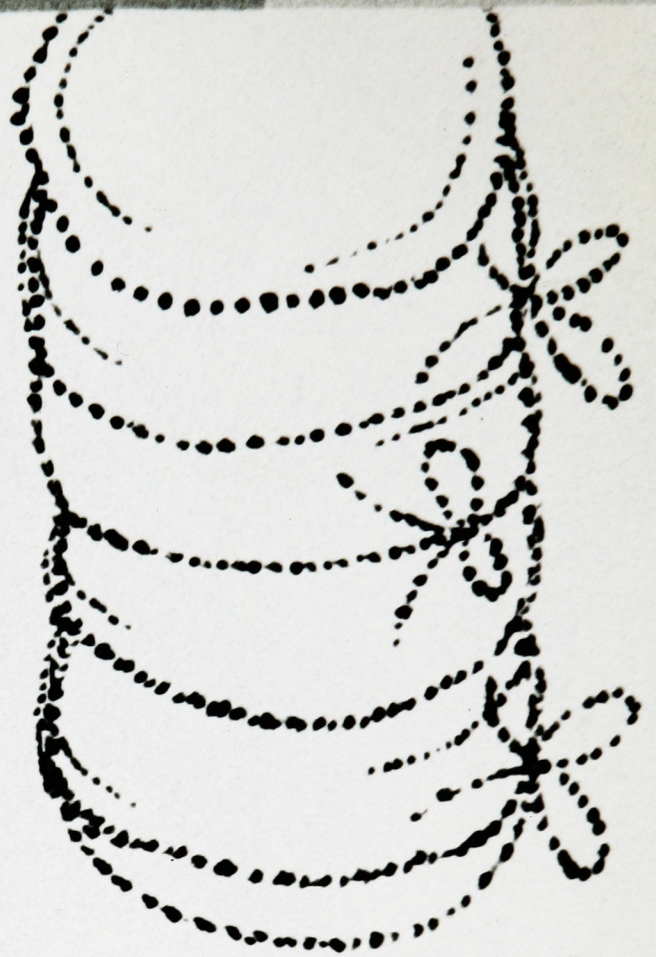
%

TSP.



14.95

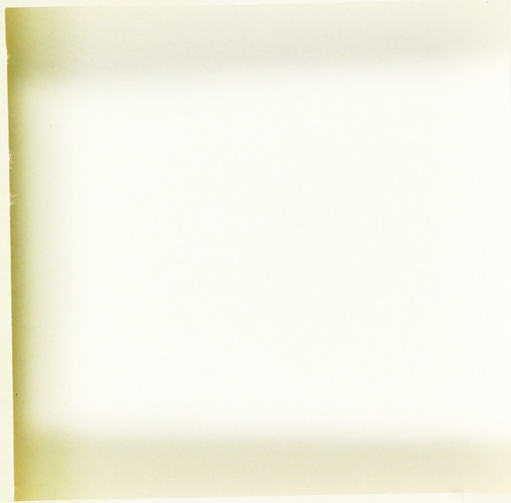




THE RESEARCH FOR SYMBOLISM AND GRAPHICS USED IN THE MURAL



BIBLIOGRAPHY



material based on
n. In other words, your

XEROX
BUSINESS
NO POSTAGE
INDU
18 EAST
NEW YORK

DEVELOPING THE

GE-400 cor

DESIGN, COMPUTER DEP.

le in our serie
new 400 series
most become a
re author desc
he part that in
re man who lea
400 series recei

SOURCES AND INFORMATION FOR SYMBOLISM AND
GRAPHICS FOR COLLEGE OF BUSINESS

FINANCIAL WORLD
Dept. A-91, 17 Battery Place, New York, N.Y. 10004

For payment enclosed send me the Study, the BONUS Book, an
enter my order for the following:

- ☐ 12 weeks of FINANCIAL WORLD, "Independent Appraisals
and Advice-by-Mail—for \$5.
- ☐ 6 months of FINANCIAL WORLD, including "Independent
Appraisals," Advice-by-Mail Service and the annual "Stock
Factograph" Manual—all for \$13.50.
- ☐ A full year of FINANCIAL WORLD, including all the above
only \$24.

Name _____

Trends of the Times

the New York Times

Harvard Business Review

SUBSCRIPTION SERVICE DEPARTMENT
108 TENTH STREET
DES MOINES, IOWA 50305

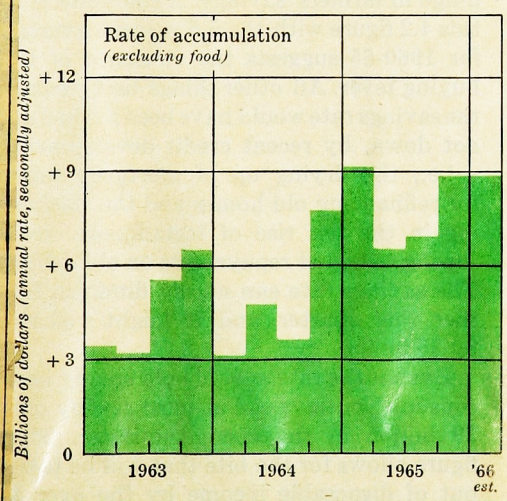
THE WALL STREET JOURNAL.

Published since 1880 by
DOW JONES & COMPANY, INC.
Editorial and Corporate Headquarters
30 Broad Street, New York, N.Y. 10004

CLEVELAND NEWS, SALES, PRINTING OFFICE
1325 Lakeside, Cleveland 44114—(216) 241-5183

New York Stock Exchange

Stocks are building up fast...

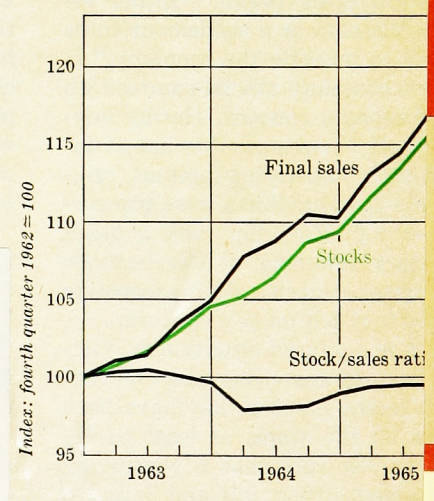


Inventory buying has run at an annual rate of about \$9 billion for the past six months, on Roundup's estimates. It was high in late 1964 and early 1965 because of the effects of auto and dock strikes. At that time the ratio of stocks to final sales came out of a year-long dip. It has held fairly steady since then as both sales and stocks have soared, and it is now close to 1962-63 levels. The long-range trend of the ratio has been gently

POSTAGE WILL BE PAID BY:

FORBES
60 FIFTH AVENUE
NEW YORK, N.Y. 10011

...and keeping pace with sal



Rochester, New York,

FIRST CLASS
PERMIT NO. 3822
NEW YORK, N. Y.

CALIFORNIA MANAGEMENT REVIEW

Periodicals Department
University of California Press
2223 Fulton Street
Berkeley, California 94720

STRIAL DESIGN

PRODUCT: 4

puters

MENT, GENERAL ELECTRIC COMPA

Developing the pro
f computers. The
adition in the comp
es how and why th
ustrial designers p
the design team, co
ly won an award fo

Letraset-Instant Lettering

FIRST CLASS
PERMIT NO. 22
CHICAGO, ILL.

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE U. S.

POSTAGE WILL BE PAID BY

FORTUNE

540 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611

SOURCES AND INFORMATION FOR SYMBOLISM AND
GRAPHICS FOR COLLEGE OF BUSINESS

Newsweek
the 1968 National

CAREERS IN
BUSINESS

Published by the
Rochester Institute of Technology



MERRILL LYNCH, PIERCE, FENNER & SMITH INC

MEMBERS OF THE NEW YORK STOCK EXCHANGE AND OTHER PRINCIPAL STOCK AND COMMODITY EXCHANGES

70 PINE STREET, NEW YORK, N. Y. 10005 — 212 Whitehall 4-1212

SOURCES AND INFORMATION FOR SYMBOLISM AND
GRAPHICS FOR SCHOOL OF RETAILING

BUSINESS WEEK

330 West 42nd Street, New York, New York.

Fifty cents

A McGraw-Hill publication

marketing insights

Vol. 2, N
April 29,

On the cover: ROI—A new criterion
Application of the Return on Investment
lets them operate their territories
Brown & Bigelow is tapping a market
After a review of its production
marketing field, B&B develops
Precedent is set to protect the publisher
If designers 'think advertising,' packaging
Creative collaboration between
agency can create the best packaging
Women marketing execs are rare,

© 1968 by Advertising Publications Inc.,
740 Rush Street, Chicago, Illinois 60611
Telephone: (312) 337-5200

salesmen
represent
usually
mark
ities
new ser
m fra
can
packag
ne wit
veral

CAREERS IN RETAILING

EUGENE H. FRAM AND
EDWINA B. HOGADONE

Published by the
Rochester Institute of Technology

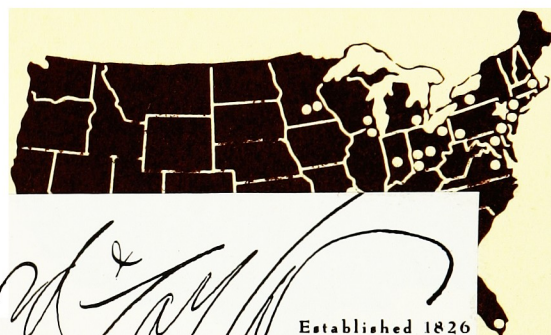
Next week: ☐ Coverage of Marketing competition-conference. ☐ from? Marketing Innovations centers failing? ☐ Videotape, ☐

State
do
one
s wh

The 45th Annual of Advertising
& Editorial Art & Design
of the Art Directors Club of New York.
Copyright 1966
by the Art Directors Club of New York.
Published by The Comet Press, Inc.
Library of Congress catalog number 22-505
Distributors: U.S.A. and Canada
Reinhold Publishing Corporation
Distributors: Foreign
Fleetbooks, S.A., Clarus, Switzerland
Price: \$16.50



ASSOCIATED MERCHANDISING CORPORATION



Established 1826

Federated Department Stores, Inc.

Cincinnati, Ohio—45202



Women's Wear Daily

Published by
Fairchild Publications, Inc.
7 E. 12th St., New York, N.Y. 10003
Telephone AL 5-5252

Published daily except Saturdays,
Sundays and holidays.
Copyright© 1968, Fairchild Publications, Inc. Second Class postage paid at New York, N.Y., and other offices.

All signed articles published in this paper represent solely the individual opinion of the writer and not those of WOMEN'S WEAR DAILY

Vol. 117

WHOLE No. 16062

Board of Directors,
Associated Dry Goods Corporation,
417 Fifth Avenue,
New York, N.Y., 10016

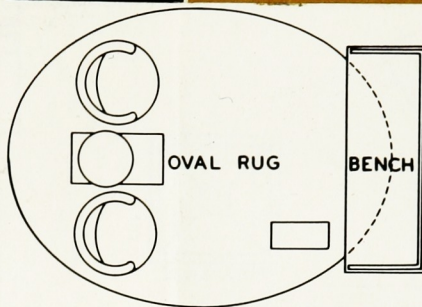
ON THE PLAZA • NEW YORK
BERGDORF
GOODMAN
5TH AVENUE AT 58TH STREET

1440 BROADWAY, NEW YORK 18, NEW YORK

Stores

THE MAGAZINE FOR ALL RETAIL EXECUTIVES

Stores, October, 1965, Volume 47, No. 9. Issued monthly except July-August when bi-monthly, by the National Retail Merchants Association, 100 West 31st Street, New York 10001. Prices: U.S. & Canada, one year \$6.00, two years \$11.00, three years \$15.00; in other countries one year \$7.50, two years \$11.00, three years \$15.00. Single copy, 15¢.



SOURCES AND INFORMATION FOR SYMBOLISM AND GRAPHICS FOR SCHOOL OF RETAILING

FIRST CLASS
PERMIT NO. 38
NEW YORK, N.Y.

BUSINESS REPLY MAIL

POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

Interiors

18 EAST 50TH STREET

NEW YORK, NEW YORK 10022

The Buyer's Manual

Merchandising Division
Nat'l Retail Merchants Ass'n
100 West 31st Street
New York City, N. Y. 10001

D & D MARKET REPORT

DECORATION AND DESIGN BUILDING

979 Third Avenue

New York City

AMERICA'S
GREAT
SOURCES



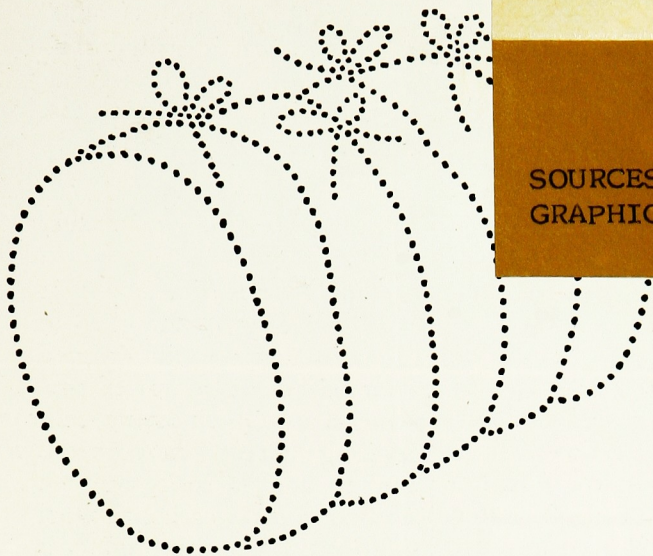
Macy's



Feeding

MANAGEMENT

SOURCES AND INFORMATION FOR SYMBOLISM AND
GRAPHICS FOR DEPARTMENT OF FOOD ADMINISTRATION



BUSINESS REPLY MAIL
NO POSTAGE IF MAILED IN THE UNITED STATES

READER-SERVICE DEPARTMENT
INSTITUTIONS
MAGAZINE

COMPUTER CENTER
P.O. BOX 1371
ENGLEWOOD, COLO. 80110

7/68

JAMES R. MYERS, EDITORIAL DIRECTOR

COOKING
for profit

1202 South Park Street
Madison, Wisconsin, 53715

||| O N W T X
||| K L M N
|||

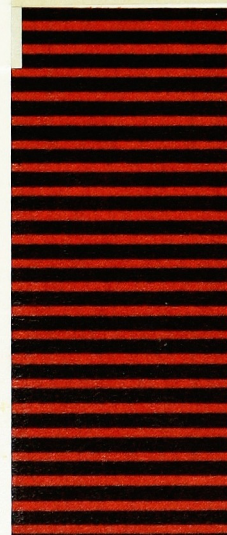


BUSINESS REPLY MAIL
First Class Permit No. 71, Chicago, Ill.

INSTITUTIONS SOURCEBOOK '67
1801 PRAIRIE AVENUE
CHICAGO, ILLINOIS (60616)

CAREERS IN
**FOOD SERVICES
ADMINISTRATION**

Published by the
Rochester Institute of Technology



STUVW

Journal of The American Dietetic Association

The American Dietetic Association

620 North Michigan Avenue, Chicago, Illinois 60611

COORDINATING CABINET

Public Relations Committee Chairmen

JEAN E. STURDEVANT, Wadsworth, Wadsworth, California 90073

Council of the House of Delegates

Speaker, FRANCE

land 44106

Speaker-Elect, JO

Columbus 432

Delegates of the

JESSIE C. OBERT

Los Angeles 90

SISTER HELEN

Miami 33133

MARILYN M. I

45409

MRS. ISABELLE

Farmingdale, N

Delegates-at-Large

GRACE L. STUMP

48104

CHARLOTTE M. Y

ELSIE L. BAKKE

SOURCES AND INFORMATION FOR SYMBOLISM AND
GRAPHICS FOR DEPARTMENT OF FOOD ADMINISTRATION

the art of

AS
B

the museum of modern art

POSTAGE S. ARKWRIGHT, Univ. of Illinois,

Reader Service Department

FOOD SERVICE Magazine

Post Office Box 1648

Madison, Wisconsin

53701

**Graphic design:
visual comparisons**
by Alan Fletcher/Colin Forbes/Bob Gill



Reinhold Publishing Corporation New York

VOLUME FEEDING MANAGEMENT

BOX 1965

CLINTON, IOWA

READER-SERVICE DEPT.



ACKNOWLEDGEMENTS:

MRS. LILLYAN H. FOOSE, SECRETARY, COLLEGE OF BUSINESS FOR HER HELP IN THE WRITTEN PORTION.

MR. JERRY D. YOUNG, DIRECTOR, SCHOOL OF BUSINESS ADMINISTRATION, FOR HIS ALWAYS EXCELLENT COMMENTS.

PROFESSOR HANS BARSCHAL, COLLEGE OF FINE AND APPLIED ARTS, NEVER ENDING HELP IN GRAPHICS AS A FRIEND AND TEACHER.

MISS ELIZABETH A. HURLEY, DEPARTMENT OF FOOD ADMINISTRATION, FOR HELP IN OBTAINING FOOD ADMINISTRATION INFORMATION.

DEAN EDWINA B. HOGADONE, COLLEGE OF BUSINESS, WHOSE SPIRIT ALWAYS PUSHED ME ON.

SPECIAL THANKS TO ALL MY ADVISORS: PHILIP BORNARTH, DEAN HAROLD BRENNAN, AND KATHRYN WELCH. TO RICHARD HAHN FOR HIS EXCELLENT PHOTOGRAPHY, AND TO MY ASSOCIATES, STEVEN CLIPPENGER, DAVID REEGAL WHO HELPED ME EXECUTE THE MURAL.

Some highlights
for my
friends

SIDE COMMENTS:

MANY HOURS OF BEETHOVEN VIA FM AND GALLONS OF COFFEE BECAME THE RULE OF THE DAY FOR SEVERAL WEEKS. DUE TO THE GENEROSITY OF THE INSTITUTE THE STUDIO WAS EXCELLENT WITH AIR CONDITIONING SO THE PERSPIRATION DID NOT LAND ON THE PAINT.

AFTER ABOUT HALF A DOZEN NOTED PAINTED SHIRTS AND HAND RUBBED PAINTED PANTS, WE REALIZED WE DID NOT LEAVE PAINT ENOUGH FOR TOUCH-UP IN CERTAIN COLORS.....BACK TO THE MIXING CHART! OUR VISITORS ONLY WANTED TO KNOW HOW HARD WE WERE WORKING NOT ON WHAT WE WERE WORKING. THE SUMMER QUARTER GRAPHIC DESIGN CLASS PAID US A VISIT AND COMMENTED, "OH, HOW INTERESTING!"

THE MAINTENANCE PEOPLE COULD NOT BELIEVE THAT THREE GROWN MEN COULD BE QUITE SO DIRTY AND MESSY, AND WE LEFT THEM SOME LOVELY CLEANING PROBLEMS WHEN QUARTS OF PAINT LANDED ON THOSE, OH, SO, BEAUTIFULLY KEPT FLOORS!

WHILE IN THE COLLEGE OF BUSINESS WHERE THE FINANCIAL MIND IS ALWAYS IN FIGURES, THE ARTISTIC APPROACH WAS NOT EXACTLY THE MOST COMFORTING. WHEN "D" DAY ("D" FOR DONE) CAME AND THE TRUCK DELIVERED THESE PREVIOUS WRAPPED PANELS TO THE THIRD FLOOR HALLWAY, AND WHEN THE POUNDING OF THE HAMMER STARTED AND THE PANELS WERE GOING UP, THE METROPOLITAN ART GALLERY WOULD HAVE ADORED A GALLEY OF ON-LOOKERS THIS SIZE!

BUT LET IT BE SAID THAT WHATEVER IT IS...THERE IT IS IN ALL ITS GLORY! THE NIGHT WATCHMAN REMARKED, "I WANT TO MEET THE MAN WHO DID THIS.... IT IS GREAT!

GOD BLESS HIM....EVERY MURAL AND EVERY ARTIST NEEDS A NIGHT WATCHMAN.

FURTHER COMMENTS:

DEAN BRENNAN: "WELL, YOU WON'T GET IT DONE STANDING HERE....."

DEAN HOGADONE: "IF YOU LIKE IT, I'M SURE I WILL." (THANK GOD SHE DID)

MR. YOUNG: (NO COMMENTS ON HIS COMMENTS!)

PROFESSOR BARSCHEL: "NU, WIE GEHT'S, WORKING? YOU KNOW THE FRONT OFFICE ALL WANT TO KNOW IF YOU ARE WORKING."

PASSERBY: "WHAT'S IT ALL ABOUT?????"

ANOTHER PASSERBY: "INTERESTING....."

EVEN ANOTHER PASSERBY: "WELL, AT LEAST IT MAKES MORE SENSE THAN THE SUNDIAL....COLOR AND ALL...WILL IT RUST?"

AND STILL ANOTHER PASSERBY: "IT'S SO BEAUTIFUL, DEEP RELATIONSHIP, AND THE TONAL VALUE IS GOOD, COLOR DIAMATICS AND....." (OH, PLEASE, DID THE NIGHT WATCHMAN PUT YOU UP TO THIS?????)

IN THE FINAL ANALYSIS.....WHAT IS THE MURAL?

IT IS A VISUAL EXPERIENCE TO BE ENJOYED. THAT IT IS.....AN EXPERIENCE!